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## **(#)Stayhome hashtag As A Social Campaign To Prevent The Covid 19 through Instagram in Makassar City**

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### **Abstract**

*People these days know as an aktif and had creativity to receive and share the message. As what happened today that world is busy to face the covid 19. To stop the virus, Najwa Shihab spread the #stayhome hashtag as a social movement to study, work and pray at home which is an instruction by the government. This #stayhome hashtag published by social media in Instagram to persuade and to educate people to stay at home. The purpose of this research is to explain the effectiveness of #stayhome hashtag as a social campaign to prevent covid 19. The methods of the research are qualitative that will explain the phenomenon about #stayhome hashtag by using AIDA model (Attention, Interest, Desire an Action). The result shows that by using #stayhome hashtag effectively use as a social campaign to prevent covid 19. This result proves that there is an attention, interest, desire and action that mentioned by informants. This also found that people use the hashtag had any motivates, those are to be exist, to share creativity about activities at home, to persuade people to participate and as an effort to prevent the covid 19. The changes in behavioral of people who used the hashtag also visible in Instagram with the number of 5,355,665 photos uploaded and still counting.*

**Keywords:** Covid 19; Hashtag; #stayhome; Social Campaign.

### **INTRODUCTION**

The current society are known as digital societies, they are individuals who are active and creative in receiving and spreading messages verbally and nonverbally. An example of digital society creativity is by creating chain messages through messages which are intentionally spread through social media. Instagram is a social media that is widely used by all groups with various purposes. One of them is used as a forum to do social movements in responding to the outstanding issues which becoming problems in society.

An issue which nowadays widely discussed in Indonesia is a virus called corona or known as covid 19. This virus then spreads along with the spread of information in all media printed and electronic. The impact of covid 19 transmission is very disturbing to the community, especially those of vulnerable ages. This virus can attack anyone through

physical contact with fellow individuals or inanimate objects / things that are around. So, a campaign through social movements is needed to educate the public in order to avoid this virus. It was stated from various sources in the media that the number of people with covid 19 continues to increase every day due to the lack of public awareness of preventive actions that should be taken to prevent and break the chain of distribution.

Various efforts were made by the government, on a national scale, such as direct demands from the President to study, work, and worship at home. Another aspect was the medical staff who struggled to cure Covid 19 patients with all the limitations of Personal Protective Equipment (PPE) and risky to be infected. Empathy from various parties then emerged through social movements by collecting donations for medical workers in Indonesia. In addition, to collecting funds for PPE donations, the community is creative in responding to government's appeals. One of them is by spreading messages through Instagram using a hash sign (#) or commonly called the hashtag #stayhome which then becomes epidemic to digital users as if they are infected and participate in transmitting the message.

It was stated on national online media that the contribution for those who are not affected by Covid-19 and who do not have symptoms of Covid-19 is to reduce activities outside the home by carrying out activities required by #stayhome. Outside activities carried out for urgent purposes such as purchasing food with self-protection equipment. These efforts can indirectly protect themselves, their families and the public from the spreading of Covid-19. Following the government's suggestion to reduce activities outside the home with #stayhome to help break the spread of Covid-19. (<https://www.goodnewsfromindonesia.id/2020/03/25/dirumahajacontributions-wetogether-country-versus-corona>, accessed on 29 March 2020)

The social movement through the hashtag #stayhome was intentionally spread as an effort to encourage people not to leave the home and follow the government's appeal. Through the caption #stayhome which distributed by uploading photos on Instagram, it indirectly stimulates the public to respond to the message by doing the same thing. To the role of the community, the hashtag #stayhome is also popularized by national artists and celebrities to invite their followers to participate in preventing covid 19. The influence of artists and celebrities is certainly great with hundreds, thousands, and millions of followers that they have. So that the benchmark can spread to Instagram users. The hashtag #stayhome has been used as a caption of 4.9 million times on Instagram by its users.

The hashtag #stayhome became the easiest social movement to carry because it did not require donations of money or material. Instead, simply uploading a photo at home through Instagram account with the hashtag #stayhome can be consider in participating the social movement prevention of covid 19. Instagram users who are mostly teenagers make the hashtag #stayhome as a means to be exist in cyberspace eventhough not in public places or popular tourist attractions in general. Instagram media which had been a place to channel social movements #stayhome also eventually participated in helping spread the social movement. Instagram deliberately creates the #stayhome symbol which can be easily used as a sticker on the accounts of each user. This symbol is quickly recognized and used by Instagram users through a short video on the Instagram Stories feature.

Not only Instagram but also the advertisers also took part in campaigning #stayhome social movements through audio visual advertisements on TV or social media. The participation of various parties both the artists and the general public also received a response by medical staff and officials who participated in uploading photos by writing a paper with writing #stayhome. The use of Instagram as a campaign is considered effective and efficient in conveying persuasive messages to influence the community. Ghina and Anna (2018) stated that the use of Instagram social media by the Bogor Earth Hour community was effective in influencing the community to take part in the activities of the environmental social movement campaign that was held.

Permatasari, et al (2016) explained that the effectiveness of promotion through social media can be seen by the stages of Attention, Interest, Desire, and Action, or referred as the AIDA model. Based on these references, the researcher was interested to find out the effectiveness social media campaign in Instagram through #stayhome hashtag in preventing the Covid 19. This research the researcher also explain descriptively about the users' motivation in using the #stayhome hashtag.

## **METHOD**

The research was descriptive qualitative. Researchers described social phenomena descriptively based on collecting data from observations and direct interviews with several informants. In addition, through descriptive research methods researchers explained the data collected from search results through several related sources. Data collection and data compilation were analyzed and interpreted as a result of research under discussion.

The research site was taken in Makassar City which now has become red zone area. It means the area with a large population affected by covid 19. Sources of data in this research were several informants with criteria; an Instagram user who has participated in using the #stayhome hashtag either through photo uploads or the Instagram Stories feature. The selection of informants in this study was carried out directly and purposively with the number of informants not determined according to the needs of researcher.

The data source was 10 informants with criteria namely; the instagram users which participated in using #stayhome hashtag both through uploaded photos or instagram stories feature. The informant was chosen purposively with the number of informants according to the researcher's need.

The data obtained from this study were primary data and secondary data. Primary data can be obtained from the results of in-depth interviews while secondary data obtained from document studies, previous research results, and the internet. Data analysis technique used was to reduce, direct, and organize data so that the conclusions can be drawn and verified.

## **RESULTS AND DISCUSSION**

Changes in the communication process that follows the development of technology creates human ease in sending messages. The concept of communication in this era uses the term "fast communication" which can be proven by the time of sending information from source to receiver. The actual message delivery system has become an advantage in this era (Muhibudin, 2015). This encourages each individual to depend more on technology in communication. We Are Social reports that Internet users have reached 4.54 million people while social media users reached 3.80 million in 2020 (<https://wearesocial.com/blog/2020/01/digital-2020>, accessed on April 3, 2020, at 13:00).

Social media is defined as a new type of media used to disseminate information quickly to a wide audience. The various types of social media that exist have the characteristics and advantages, one of is the Instagram. The advantages and convenience of Instagram social media in Rahmawati's (2016) revealed that Instagram features used by Instagram account @freezybrowniez in online marketing communication include followers, uploading photos, cameras, photo effects, photo titles, arroba (@), geotagging, signs like, popular (explore) and sharing to other social networks. The Instagram application is one of the most popular and frequently accessed applications by

Indonesians with 39 percent of active social media users in Indonesia (We Are Social 2017). Suryani and Suwarti (2015) stated Instagram became popular because of the current habits of people who tend to be "narcissistic" or seek attention.

In its function, new media covers all functions of mass communication, with main function of being surveillance, to provide information to the public. Mass media audiences have their own characteristics and features. For instance, mass audiences consisting large numbers, in various places, not interactive except with the assistance of telephone communication, consisting of heterogeneous, unorganized and self-moving layers of society (Bungin, 2008). Judging from its function, Instagram becomes one of the forums that is helpful in disseminating information to the entire community. Through the features available, Instagram makes it easy for digital communities to find the information they need. Like the use of hashtag that is widely used as a key to search data, photos, account holders, or anything is needed by Instagram users.

### **Social Campaign Through the #stayhome Hashtag on Instagram**

By all the ease and accessibility that the digital age community has, one way to appeal and change people's behavior in preventing Covid 19 is done through Instagram. The communication strategy used is to make the message more interesting and easier for the public to follow. The use of #stayhome hashtag is the first communication strategy popularized by well-known journalist Najwa Shihab. Najwa then popularized his idea using his information media account @ Narasi.Tv on Instagram. From the number of followers of @najwashihab accounts reaching 10.5 million, the spread of the #stayhome hashtag has become so widespread.

The use of the hashtag #stayhome is a form of social campaign to encourage and inspire the public to follow the government's recommendations, which is not to leave the house. This campaign is a form of response from the call of the President of the Republic of Indonesia, to work, study and worship at home which was first delivered on March 15, 2020. (<https://kemsos.go.id/mensos-terbitan-surat-edaran-atur-sistem-work-from-home>, accessed on 05 April 2020). However, after the appeal, there are still many people who continue to travel and do not respond to government submissions. Including in the Makassar city, there are still a large number of people who come out of the house and gather that causing crowds while this is one of the causes of covid 19.

Finally the province of South Sulawesi was stated as the red zone since people who are positive for corona had reached 112 people. Not only South Sulawesi as the red zone,

but also outside Java with the highest number of Covid-19 positive patients. In fact, at present there are only 11 cases at odds from Central Java, which far first detected the presence of positive patients in the area. Statement by the Head of the South Sulawesi Health Service Ichsan Mustari that the transmission occurred due to the interaction of new patients with people who had previously been exposed to Covid-19. (<https://sulawesi.bisnis.com/read/20200408/539/1224297/sulsel-zona-merah-covid-19-kenapa-gamang-psbb-gubern-nurdin->, accessed on April 9, 2020)

The increasing case of Covid 19 has made the community more aggressively in socializing the #stayhome through Instagram. The appeal through the hashtag #stayhome is expected to be a chain message that will change people's behavior, especially in Makassar city in order to follow the government's recommendations. As stated by Nasrudin (2015) that the purpose of communication will be achieved if the meaning of the message conveyed by the communicator is the same as the meaning received by the communicant. To achieve this goal, the message conveyed is expressed through a combination of verbal and nonverbal messages.

This explanation is clearly seen through uploaded photos of Instagram users who then add the #stayhome caption as a form of message to participate and invite other communities to do the same. Non-verbal messages are through photos that show the account user is at home in order to prevent covid 19. Additionally hashtag #stayhome as a verbal message is made to participate in order to support social campaign that have been widely popularized by the public and celebrity Instagram users. The message from social campaign through the hashtag #stayhome will certainly be very effective when there is a change in behavior in the community. Everett M. Rogers (in Cangara 2014) states that communication is the process by which an idea is transferred from the source to one or more recipients, with a view to changing their behavior. So to find out the effectiveness of using the #stayhome hashtag, it is necessary to know the changes that occur in the community through interviews with hashtag users.

Photos with Hashtag #stayhome has reached 5,355,665 uploads consisting of celebrities and the wider community (<https://www.instagram.com/explore/tags/dirumahaja/>, accessed on 16 April 2020). The use of the #stayhome hashtag is popularized by several public figures and celebrities has become more interesting because it shows a variety of creative ideas at home through photos or videos. This then stimulates the community of Instagram users to also publish activities at home with ideas that are not less interesting. Cangara (2014) mentioned the function of Public Communication is to

foster a spirit of togetherness, influence others, provide information and entertain. The communication process that occurs with the #stayhome hashtag certainly has a lot of influence on other users through a variety of ideas contained in photos.

It becomes the motivation of hashtag users to participate as well as share information about things that can be done while at home. Motivation to access social media is the intensity of a strong need that comes from individuals to direct respondents to be able to find satisfaction with their wants or needs, in this case the reasons for accessing social media (Ghina and Anna, 2018).

Based on online interviews conducted with 10 informants, 3 of them mentioned the motivation to use the hashtag #stayhome is to share ideas while at home. Although it does not eliminate the main goal of inviting people to stay at home.

Tami (27 years old) mentioned with his Instagram account @utamibachmid:

"I often use the hashtag #stayhome to invite all my friends to do activities at home. At least by posting daily activities can be useful as advice for friends who were confused about what to do at home. And Alhamdulillah, many people are affected because they like to comment on how to cook at home, just like what I post. Although I am also inspired by Najwa shihab"

Another user @irnaindriyana familiarly called Indri (28 years) also mentioned:

"As a user of hashtag #stayhome, I almost upload photos with that hashtag, my first goal, of course, to take part in reminding IG friends to always follow the government to avoid covid transmission. The second goal is to exist to show off what we do during being at home, what I might do is spend time with IG friends who are bored, for example sharing cooking tutorials, making cakes, etc."

This was also shown by Fiqa (35 years old) with an Instagram account @rafiqah\_:

"I have posted photos 7 times with the hashtag #stayhome, besides to helping fight the spread of the virus as well as to educate others by sharing activities during the pandemic at home. That way people who see the post can be motivated to do the same activity, the calculations all at once exist like artists."

From the three informants mentioned above clearly prove that the hashtag #stayhome enough to give effect to make this message spread. It cannot be separated from the main goal of avoiding covid 19, the users also respond with creative ideas to make this message interesting and to be followed by other Instagram users. This process is known as encoding, which is turning ideas into messages. The message that gives meaning to others is intentionally encoded. Our hope as encoders is that our message conveys will decode or translate ideas with results that are more or less the same as we intended (Ruben and Stewart, 2013).



Besides inviting the public to do the same, both the purpose of this social campaign is to stay at home or to participate so that this message is more widespread.

Expressed by Instagram users @suryana.eka or commonly called Eka (29 years):

"Actually, I used the hashtag #stayhome because I was influenced by the posts of friends who were also busy posting photos of #stayhome, so I followed the post and used the hashtag #stayhome with the hope that more people would participate, so I could all exist and break the chain of distribution of covid 19"

This was also revealed by @fajartalib account, also known as Fajar (35 years):

"I was motivated to participate using the hashtag #stayhome from people who are busy using hashtag, one of which is Najwa Shihab. Finally I also post photos and stay home. In this way, I also try to get people, especially my followers, to stay at home because it is important to prevent covid. In addition to being afraid of being infected, I am also afraid of becoming infected. Be good at home"

Muhajir (30 years old) with his Instagram account @ muhajir.aside also mentioned that:

"#stayhome hashtag enough to make an impact until many people who use it hashtag with pairs of photos at home. Including I also participated in using the hashtag, yes I hope there is also influenced to stay at home. But indeed there is also a slight effect in joining the trend though. "

Similar statement was mentioned by Retno (28 years) with Instagram account @retnowulandari:

"I have taken part in the photo post with the #stayhome hashtag in addition to taking part in appealing to the public about the importance of staying at home, I also hope to influence the community so that more people know what the purpose of the #stayhome hashtag is for themselves and others."

From the 4 informants mentioned above, it clearly shows that messages through social campaign with #stayhome are effective enough to influence Instagram users to stay at home to prevent covid 19. Besides, the informants also understand that the hashtag #stayhome needs to be disseminated and expected can bring influence to the community either as participants in using hashtags (participating in trends and staying in existence) or to stay at home.

Besides to appealing to the community to remain at home, one of the informants also had a different motivation in using the hashtag #stayhome. The user of the @any\_akhfar account, also known as Mariani (29 years old) stated:

"I use the hashtag #stayhome to tell people that I'm not going anywhere at home with the hope that other people will also come along. So, I indirectly invite people to like me stay at home "



The different but with the same goal mentioned by Atma (30 years) with her Instagram account @nur\_hadiyatma:

"I use the hashtag #stayhome to exist, to make excitement on social media, but also so that more or less the community will feel embarrassed when posting their activities outside the home."

Both informants have different motivations in responding to social campaign through the hashtag #stayhome, but the goal remains the same, it is to influence the community so as not to leave the house.

The last informant was 1 out of 10 people who thought that the hashtag #stayhome had no effect at all in preventing covid 19. From the Instagram account @delviindel or known by the name Delvi (28 years) revealed:

"I use the hashtag #stayhome to exist, because it seems like if it is not enough to fight covid 19 by making content continue to havehtag #stayhome, I happen to be at home because of self-awareness to fight covid not because of a hashtag."

Even though using the hashtag #stayhome does not guarantee that the account user agrees to make this an effort to encourage the public to remain at home. However, the motivation to continue to exist in cyberspace has also helped in disseminating the hashtag #stayhome. In his research, Permatasari et al (2017) states that self-existence is interpreted as an individual effort in getting recognition by others about their existence. By using social media, each individual tries to get recognition from others about their existence.

### **Hashtag #stayhome effectiveness**

Previous research by Ghina and Anna (2018) describes the effectiveness of Instagram as a media campaign for social campaign media in environmental communication studies, looking at Instagram's performance in raising awareness about environmental conditions and making them aware of concrete actions. Measurement of effectiveness through social media can be seen through four stages of AIDA, where attention (attention), interest (interest), desire (desire) and action (action). These four stages can provide an illustration of the effect of Instagram's social media in spreading social movement campaigns.

Achieving the objectives of the campaign needs promotion to provide information, persuade or remind target customers, advertisements are designed to create awareness, interest, desire, or action (Kotler 2009). AIDA is the stage of marketing objectives, where

the main thing is the purchase decision or action. Following are the stages of the AIDA model's response process to see the effectiveness of social media for social campaign:

1. Awareness (Attention)

In the initial stages, most of the target audience is not aware of a social movement community and therefore the purpose of the communicator is to build public awareness about the existence of the campaign.

2. Interest (Interest)

At this stage, the target passes awareness about the campaign and then becomes interested in the campaign. Community organizers of social movements need to build on how people feel about their campaigns.

3. Desire

It is not enough to just build people's interest in the campaign. After the target audience is aware of the campaign and is interested, the function of marketing is to make them inclined towards the positive direction to participate in social movement campaign activities, by creating desires and preferences for the campaign carried out.

4. Actions

Promotion has not played its part until they have achieved their goal of encouraging people to take part in the campaign, but in certain cases it can also lead to show participation in promotion and so on.

In his research Johar et al (in Ghina and Anna 2015) mentioned that the action stage had no partial effect, this is because not all potential buyers decided to buy a promotional product. Many buyers only see the promotion and serve as a recommendation. From this explanation, the effectiveness of social movements through the hashtag #stayhome, it is necessary to categorize the results of interviews from the informants into the stages of the AIDA model. Including the motivation of the informants in using the hashtag will be a supporter in determining the process at each stage.

In the early stages of the AIDA model, it was mentioned that communicators need to build public awareness (attention) about the existence of social campaign that are carried out. The hashtag #stayhome was heavily popularized by Najwa Shihab through his personal account or media information account (@ Narasi.tv). This received a positive response by Instagram users who were hectic using the hashtag #stayhome so that this message spread widely in the community. The response came from uploaded photos and videos showing that celebrities, singers and even journalists like Najwa Shihab, who are

known to have activities outside the home that are so crowded, still choose to be at home. In addition to inviting Instagram followers, this action is also based on the government's call to oblige the entire community to break the covid 19 chain by not leaving the house.

The results of interviews from several informants; Tami, Fiqa and Fajar also admitted that what motivated them to use the hashtag #stayhome was Najwa Shihab and the artists. So for the initial stages of the AIDA model, social campaign through the hashtag have reached the stage of giving awareness to the public about the existence of these activities. This success was done through the upload of Instagram account users with the number of followers who have reached millions. Followers who reach millions certainly facilitate widespread messages because it will automatically appear on the followers Instagram page or on the search feature. While other informants mentioned that knowing social campaign from friends who also helped popularize the hashtag #stayhome.

After the attention stage then there is interest (interest) towards the social campaign. At this stage, the first 3 informants admitted that they used the hashtag #stayhome because they wanted to share information about various activities while at home. Various interesting ideas began to emerge from the hashtag #stayhome activists. So, activities while at home can be used as a venue to exist on Instagram. Supported by the filter feature available on Instagram that makes uploading photos at home more interesting. The emergence of various creative ideas while at home is inseparable from the motivation to continue to exist in cyberspace even though they are not in popular places such as cafes, tourist attractions, or corners of the city which are often used as object photos for uploading to Instagram. It is clear that there is an interest built in the community through motivation to exist by sharing information about interesting activities while at home.

The next stage is to create a desire and a preference to at least participate in campaigning the hashtag #stayhome. With the desire of the community to participate, it can be said to be the result of the final stage of the AIDA model, namely the actions taken. The action is the purpose of this hashtag is campaigned which is to invite people to be at home not to exist or just upload photos. But, providing education about the importance of not leaving the house in order to prevent and cut off the spread of the virus.

The interviews with 10 informants stated that they deliberately uploaded photos with the hashtag #stayhome because they were motivated to exist on social media. However, 9 of the participants also added that not only existed but also their main

purpose was to invite the community to remain at home. This is included in the stage of desire that is the desire to participate in order to influence others to participate in doing the same thing. The desire to invite the public to participate in breaking the covid 19 chain is then shown at the action stage.

The action phase is the achievement of the goal of spreading the message through the hashtag #stayhome. With the efforts of the community to invite each other and participate in helping to prevent the spread of the virus, the purpose of social campaign can be said to be successful. Although with different motivations, 9 out of 10 people admit that the purpose of uploading photos with the hashtag #stayhome to convey that they helped participate in preventing covid 19. Recognition of informants about their awareness of the importance of breaking the covid chain 19 by not leaving home is evidence that this hashtag is quite effective in educating the public.

## **CONCLUSIONS AND RECOMMENDATIONS**

### **Conclusion**

Sosial campaign through #stayhome hashtag in social media Instagram is a creative way to educate people on preventing covid19. The popular of hashtag is ease to spread this message. It also supported positively by many parties which make #stayhome hashtag used more that 5 millions uploaded photos in less than 2 weeks. The enthusiasm of people changed to be an exist event and sharing creative ideas in order to make stay at home is not boring.

The aim of this research is to find out the effectiveness of using #stayhome hashtag as a social campaign to prevent covid 19. It is clear from interview result on 10 informats, only 1 of them considers that hashtag is not enough to help preventing spreading virus. However, the other informants stated that there was effect from the popularity of #stayhome hashtag usage. Therefore, the conclusion is the #stayhome hashtag is quite effective as a social campaign to make change in society. The change is participation and the awareness to educate each other by inviting all the parties to follow the government's appeal to stay at home.

## Suggestion

As suggestions for the users of #stayhome hashtags is to maintain consistency in participating to become activists of the #stayhome movement. Keep educating people around each other not to leave the house for things that are not urgent. In addition, the hashtag #stayhome should also be held as a social campaign in order to help those who have to work outside and cannot stay at home. For instance, by collecting donations, sharing staples or sharing food as a form of caring for those who have to leave the house to make a living. In this case, all parties must be able to help each other and work together to face the crisis due to covid 19.

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